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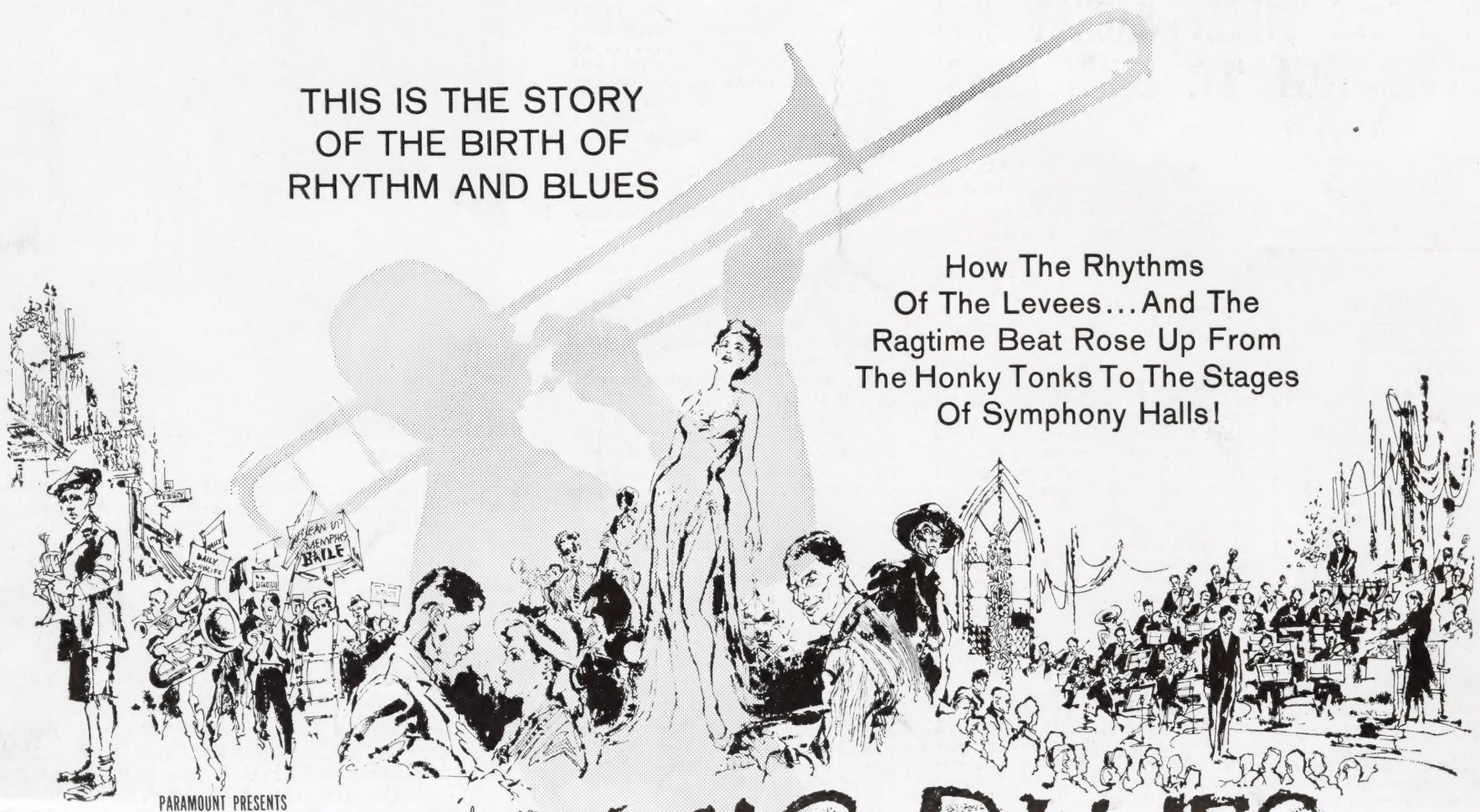
THIS IS THE STORY
OF THE BIRTH OF
RHYTHM AND BLUES

How The Rhythms
Of The Levees... And The
Ragtime Beat Rose Up From
The Honky Tonks To The Stages
Of Symphony Halls!



PARAMOUNT PRESENTS

ST. LOUIS BLUES

YOU'LL HEAR
"Beale Street Blues"
"Yellow Dog Blues"
"St. Louis Blues"
"Careless Love"
"Harlem Blues"
"Morning Star"
and many more!

STARRING

NAT "KING" COLE

EARTHA KITT · PEARL BAILEY

CAB CALLOWAY · ELLA FITZGERALD · MAHALIA JACKSON

WITH
RUBY DEE · JUANO HERNANDEZ

DIRECTED BY ALLEN REISNER · PRODUCED BY ROBERT SMITH · WRITTEN BY ROBERT SMITH AND TED SHERDEMAN

BASED UPON THE LIFE AND MUSIC OF W. C. HANDY

VISTAVISION®

5 COLS. x {160 LINES.....800 LINES / 11½ inches.....57½ inches}

MAT 501

PUBLICITY

FABULOUS BEALE STREET BACKGROUNDS STAR-STUDDED FILM 'ST. LOUIS BLUES'

(Day Before Opening)

Storied Memphis, gaudy Beale Street, the turbulent world of the blue note and the man who discovered it arrive tomorrow at the ..... Theatre with Paramount's "St. Louis Blues." The story of W. C. Handy, the VistaVision filmization of the life and times of the genius of jazz is packed with a glittering roster of top performers of the music that set the world dancing and singing.

In his first major acting role, Nat "King" Cole stars as Handy, and starring with him are tempestuous Eartha Kitt; nightclub and screen favorite Pearl Bailey; all-time-great rhythm-and-blues artist Cab Calloway; the country's leading female vocalist, Ella Fitzgerald; and world-renowned gospel singer, Mahalia Jackson. In support are Ruby Dee, Juano Hernandez and a half-dozen noted instrumentalists. Rarely has a single film combined so much talent or had so colorful a story to tell.

Rhythm-and-blues was born out of turmoil, the unrest of Handy's life as well as of the Mississippi River roustabouts and the denizens of Beale Street's honky-tonks. Inspired and compelled by that wild world and its primitive music, Handy fought his bitterly opposed religious family, personal misfortune that would have finished another man and the lures of Memphis itself to create a new music form and bring it from Beale Street to Carnegie Hall. The story of his titanic struggles, backgrounded by lusty Memphis, is the story of "St. Louis Blues."

Still No. P4121-1 *Mat 1A*

The fabulous Nat "King" Cole heads a cast of rhythm-and-blues greats in Paramount's "St. Louis Blues," VistaVision biofilm due ..... at the ..... Theatre.

Nat 'King' Cole Plays Life of Blues Creator

The first major acting assignment for Nat "King" Cole, in Paramount's "St. Louis Blues," was termed a "downright eerie" experience by the recording star. The King portrays W. C. Handy, creator of the blues, in the VistaVision musical drama currently at the ..... Theatre, and he found that the fabulous Handy's life coincided remarkably with his own.

"Both of us were the sons of ministers," he pointed out, "and both our fathers firmly disapproved of our playing jazz. It took a long time before my father became reconciled to my singing, as it did with Mr. Handy."

Cole stars opposite Eartha Kitt, Pearl Bailey, Cab Calloway, Ella Fitzgerald and Mahalia Jackson in the Handy career story.

W. C. Handy Original Tune Sung First Time in Film

Among the fourteen famous songs of W. C. Handy heard in Paramount's "St. Louis Blues," currently at the ..... Theatre, is a Handy original titled "Morning Star," written some thirty years ago but never before presented.

A change of pace from the immortal rhythm-and-blues rousers, the tune is sung by Nat "King" Cole, who portrays the creator of the blues opposite Eartha Kitt, Pearl Bailey, Cab Calloway, Ella Fitzgerald and Mahalia Jackson.

Reminiscent in quality of some of Cole's most memorable hits, "Morning Star," with new lyrics by Mack David, is headed for the top as a new Cole gem.

Still No. 11528-73 *Mat 2A*

Struggling songwriter Nat "King" Cole, on the trumpet, steps along in a Beale St. parade, in scene from Paramount's "St. Louis Blues," VistaVision delighter due ..... at ..... Theatre. Eartha Kitt, Pearl Bailey, Cab Calloway, Ella Fitzgerald, Mahalia Jackson round out great star cast in biofilm based on life and music of W. C. Handy, creater of the blues.

'ST. LOUIS BLUES' TELLS RHYTHM-FILLED STORY OF W. C. HANDY AND THE BIRTH OF THE BLUES

(First Story)

"St. Louis Blues," the star-packed story of the man and the songs that began America's rhythm-and-blues age, will arrive ..... at the ..... Theatre, with an unprecedented array of top artists performing in the Paramount VistaVision filmization of the life and career of the fabulous W. C. Handy, creator of the blues.

Portraying Handy is Nat "King" Cole and starring with him are Eartha Kitt, Pearl Bailey, Cab Calloway, Ella Fitzgerald and world-famed gospel singer Mahalia Jackson. Ruby Dee and Juano Hernandez are featured along with noted instrumentalists Barney Bigard, Teddy Buckner, George "Red" Callender, George Washington and Lee Young.

Set mostly in Memphis, cradle of the blues, "St. Louis Blues" is the music- and drama-filled story of the man who fought the stern dictates of his religious father, deep personal misfortune and the pitfalls of the wild world of the honky-tonks to become America's foremost blues songwriter. To his credit along with the immortal "St. Louis Blues" are such classics as "Beale Street Blues," "Careless Love," "Memphis Blues" and "Yellow Dog Blues," and fourteen of his songs, instrumentals and spirituals are performed by the film's great cast.

Music for "St. Louis Blues" was arranged and conducted by Nelson Riddle. Allen Reisner directed from Robert Smith's and Ted Sherdeman's screenplay, with Robert Smith also producing.

Still No. 11528-9 *Mat 1B*

Winsome twosome are Nat "King" Cole and Pearl Bailey, heading great star cast of Paramount's VistaVision "St. Louis Blues," at the ..... Theatre.

Busy Stars Hit Road To Keep Movie Date

Getting the six stars of Paramount's "St. Louis Blues" together for filming turned out to be a problem in logistics for Robert Smith, producer of the story of W. C. Handy, creator of the blues.

The scintillating sextet of the VistaVision musical drama now at the ..... Theatre is made up of Nat "King" Cole, who rushes from recording studio to club and TV dates; Eartha Kitt, booked continuously all over the world; Pearl Bailey, in constant demand in the country's plush bistros; Cab Calloway, touring for the State Dept. in "Porgy and Bess"; Ella Fitzgerald, always on tap for records and theatres; and Mahalia Jackson, perennially busy as the country's most famous gospel singer.

A case in point is Pearl Bailey. Miss Bailey had to travel 600 miles a day—from Las Vegas to Hollywood and back, sleeping in the back seat of a car—to keep a club date and work in "St. Louis Blues."

Still No. 11528-21 *Mat 2B*

With Nat "King" Cole at the piano, Eartha Kitt warbling and Cab Calloway listening speculatively, the song that began America's rhythm-and-blues age gets its first hearing, in scene from Paramount's "St. Louis Blues," VistaVision musical drama arriving ..... at the ..... Theatre. Pearl Bailey, Ella Fitzgerald and gospel singer Mahalia Jackson also star.

'ST. LOUIS BLUES' AN ABSORBING FILM OF FAMOUS MUSIC AND ITS CREATOR

(Review)

The deeply moving story of a man torn between his unquenchable need to write the music that was to become America's own rhythm-and-blues and his duty to a father who bitterly opposed his career is the core of "St. Louis Blues," which opened yesterday at the ..... Theatre. A film at once dramatic, inspiring and rich in music and the raucous color of its Memphis backgrounds, the Paramount VistaVision presentation is based upon the life and music of W. C. Handy, creator of the blues, and both the life and the music make wonderful entertainment for the entire family.

By casting the music world's top performers in dramatic roles, producer Robert Smith and director Allen Reisner have achieved not only a rousing showcase for Handy's immortal blues tunes but an honest and realistic human story.

In his first major acting assignment, Nat "King" Cole is perfect as Handy, the young musician who finds his cue in the work songs and spirituals of the roustabouts and fights his family, the pitfalls of success and personal misfortune to bring the blues from Beale Street to Carnegie Hall.

The talented Eartha Kitt is the tempestuous Creole beauty who lures him on to ever greater heights to secure her own fame as a singer, and irresistible Pearl Bailey warmly plays the vital Aunt Hagar, a valiant ally against his stern minister father. Cab Calloway, Mr. Hi-Di-Ho himself, is the schemer who buys Handy's first great song for a mere fifty dollars, and Ella Fitzgerald, cast as herself, displays her justly-famed voice in nightclub sequences. A special treat is world-renowned gospel singer Mahalia Jackson, as the choir singer whose spirituals keep him rooted in faith when fate strikes him down.

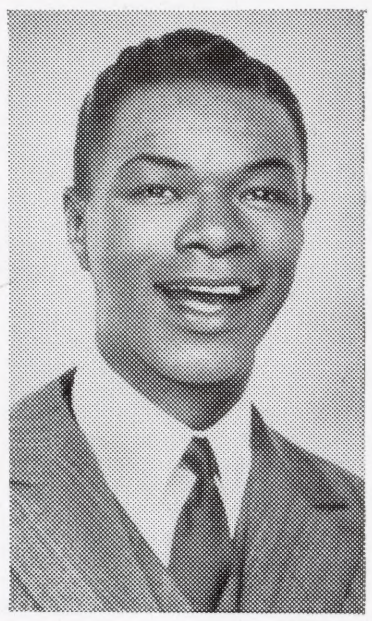
Pretty Ruby Dee, the girl who stands by him through adversity, fine actor Juano Hernandez, as the father who believes blues is music of the devil, and a half-dozen master instrumentalists ably round out the supporting cast.

Fourteen of the songs that launched the rhythm-and-blues age and still keep it going are heard in superb arrangements by Nelson Riddle. The title song and such gems as "Beale Street Blues," "Careless Love," "Yellow Dog Blues," several spirituals and "Morning Star," a lovely Handy song never before performed, are the musical counterpoint to a thrilling story that is America's very own gift to the world.

Top Recording Stars Sing Famed Handy Tunes in Film

The country's top male and female rhythm-and-blues recording stars, Nat "King" Cole and Ella Fitzgerald, sing the music that launched the world's jazz age in Paramount's "St. Louis Blues," VistaVision musical drama based on the life and music of W. C. Handy, creator of the blues.

The King and Ella star opposite Eartha Kitt, Pearl Bailey, Cab Calloway and Mahalia Jackson in the Memphis-backgrounded film currently at the ..... Theatre. Fourteen of Handy's great blues and spirituals are heard, among them the immortal "St. Louis Blues," "Beale Street Blues" and "Careless Love," in arrangements by the noted Nelson Riddle.



Mat 1C

Recording great Nat "King" Cole stars as songwriter W. C. Handy in Paramount's star-studded "St. Louis Blues" at ..... Theatre, Eartha Kitt, Pearl Bailey, also star.

SYNOPSIS

(Not for publication)

From boyhood on, Will Handy (Nat "King" Cole), son of a Memphis clergyman, has felt impelled to extract syncopated rhythms from the folk music of his people. His father describes his tunes as "devil's music" and forbids him to play, sing or compose anything but "God's music." Will's battle over duty to his father and his need to compose continues on into adulthood.

Will finally decides to leave home. As a piano player in a Beale St. honky-tonk, he composes the first jazz song in history, but his father disowns him. His fiancee, Elizabeth (Ruby Dee), and his Aunt Hagar (Pearl Bailey) are sympathetic but finally side with his father. Will, however, is encouraged by the club's singer, Gogo Germaine (Eartha Kitt), who senses that his extraordinary melodies can make her famous. She talks the club's owner, Blade (Cab Calloway), into making Will band leader, and Elizabeth, seeing he is determined to continue his career breaks their engagement.

The royalties start to roll in, Will becomes a big spender and writes "St. Louis Blues" for Gogo. Elizabeth pleads with Gogo to release him from her influence, but Gogo refuses as Will's music blazes new trails.

Suddenly, as though in punishment, Will begins to lose his sight. He returns home to his father and Elizabeth and spends his time composing spirituals, to the elder Handy's delight. Gogo, meanwhile, is singing his blues all over America and becoming famous. Totally blind, Will sings in church and searches for understanding, and one Sunday, following a sermon delivered by his father for his soul, by a seeming miracle his sight is restored.

Reduced now to piano teaching, Will rebels, leaves home again and tours America's honky-tonks as a jazz singer. No one in Memphis knows his whereabouts. Then word comes that "St. Louis Blues" is to be played in concert by the New York Symphony. Incredulous, the Handys and Elizabeth go to New York, where Gogo, a soloist for the concert, gets them in backstage. She also manages to locate Will and brings him to New York. The concert is a triumph, and when Will is torn again between Gogo and Elizabeth, Gogo sends him back to "the people you love."

CAST

W. C. Handy ..... Nat "King" Cole
Gogo Germaine ..... Eartha Kitt
Aunt Hagar ..... Pearl Bailey
Blade ..... Cab Calloway
Ella Fitzgerald ..... Herself
Bessie May ..... Mahalia Jackson
Elizabeth ..... Ruby Dee
Charles Handy ..... Juano Hernandez

Instrumentalists

Teddy Buckner, Barney Bigard, George "Red" Callender, Lee Young, George Washington, Billy Preston.

CREDITS

Directed by Allen Reisner; Produced by Robert Smith; Written by Robert Smith and Ted Sherdeman; Based upon the Life and Music of W. C. Handy; Director of Photography, Haskell Boggs; Art Direction, Hal Pereira and Roland Anderson; Special Photographic Effects, John P. Fulton, A.S.C.; Assistant Director, Richard Caffey; Costumes, Edith Head; Set Decoration, Sam Comer and Robert Benton; Edited by Eda Warren, A.C.E.; Makeup Supervision, Wally Westmore, S.M.A., Hair Style Supervision, Nellie Manley, C.H.S.; Sound Recording, Gene Merritt and Charles Grenzbach; Music Arranged and Conducted by Nelson Riddle; Songs by W. C. Handy, New Lyrics for "Morning Star" and "Sheriff Honest John Baile" by Mack David, Additional Lyric for "Careless Love" by Martha Koenig and Spencer Williams, Lyric for "Friendless Blues" by Mercedes Gilbert; Westrex Recording System.

RUNNING TIME: 93 MINUTES

4 COLS. x {160 LINES.....640 LINES / 11½ inches.....46 inches}

MAT 402

2 COLS. x { 75 LINES . . . 150 LINES / 5½ inches . . . 11 inches } **MAT 204**

3 COLS. x { 133 LINES . . . . . 399 LINES / 9½ inches . . . . . 28½ inches } **MAT 301**

ADVANCE TEASER

2 COLS. x { 50 LINES . . . 100 LINES / 3½ inches . . . 7 inches } **MAT 211**

COPY LINES FOR EXTRA DAYS

THE BEALE STREET-TO-GLORY STORY of a man whose rhythm and blues beat is America's heartbeat!

The beat from the levee work chants, the backstreet ragtime . . . and now the heartbeat of the nation!

The heart-warming picture that tells the story of the "daddy" of rhythm-and-blues!

2 COLS. x { 28 LINES . . . . . 56 LINES / 2 inches . . . . . 4 inches } **MAT 201**

Presold with page ads in these fans:

MOVIE STARS PARADE • MOTION PICTURE

MODERN SCREEN • SCREEN STORIES • MOVIE LIFE

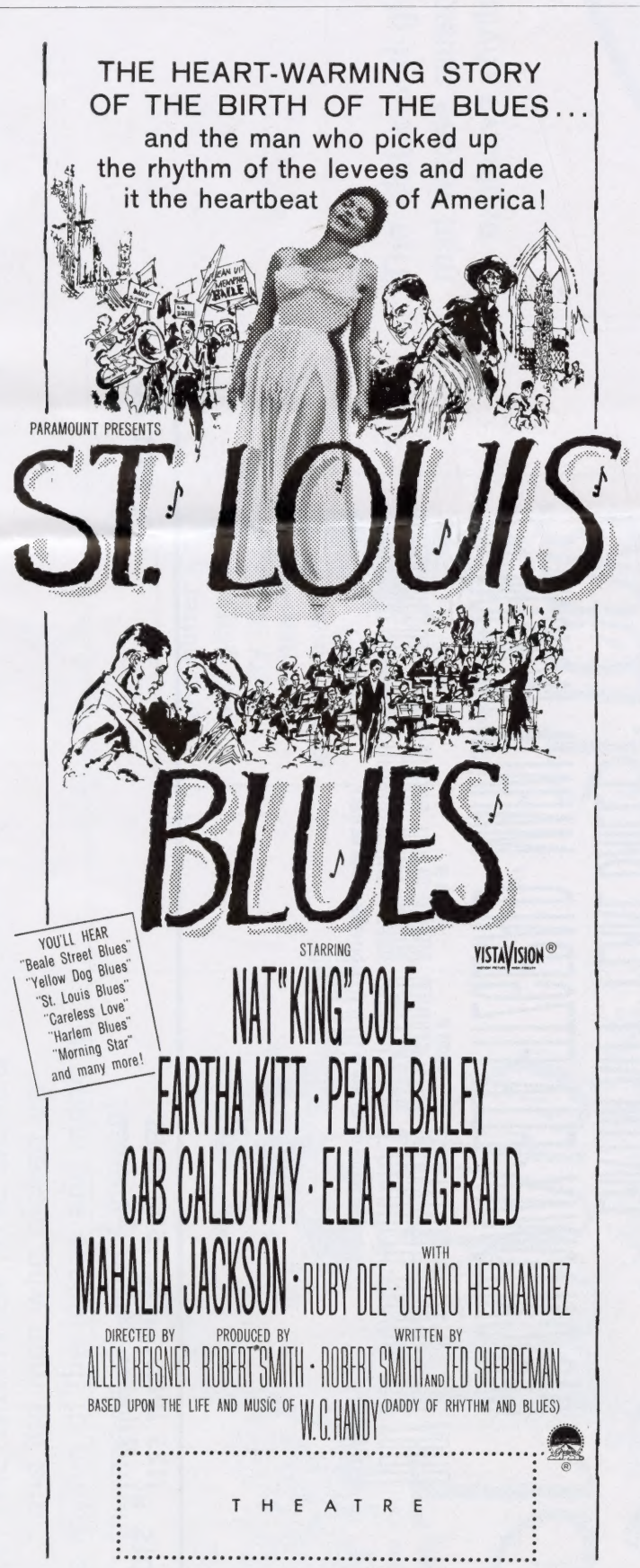
MOVIE MIRROR • SILVER SCREEN

also page ads in

DOWN BEAT • EBONY • JET • PITTSBURGH COURIER

3 COLS. x {133 LINES . . . . . 399 LINES / 9½ inches . . . . . 28½ inches} **MAT 303**

Above ad also available 4 COLS. X 175 LINES . . . 700 LINES MAT 403



2 COLS. x {125 LINES . . . . . 250 LINES / 9 inches . . . 18 inches} **MAT 206**

Alternate Ad Copy

The work chants of the levees, the ragtime of the backstreet honky-tonks, the throbbing rhythms that are America's heartbeat . . . this is the warm, wonderful story of the man who put all these into irresistible songs—and sent them sizzling 'round the world!

HEY KIDS! HERE'S THE NEWS ABOUT RHYTHM AND BLUES—At last a *big* movie gives the *real* word about the beginning of today's Big Beat excitement . . . how it sizzled off the levees and out of backstreet honky-tonks to make the whole world dance . . . and *leap!*

The high-hearted, glitter-and-glory story of the man whose rhythm and blues lifted the world to its feet—and made it *dance!*

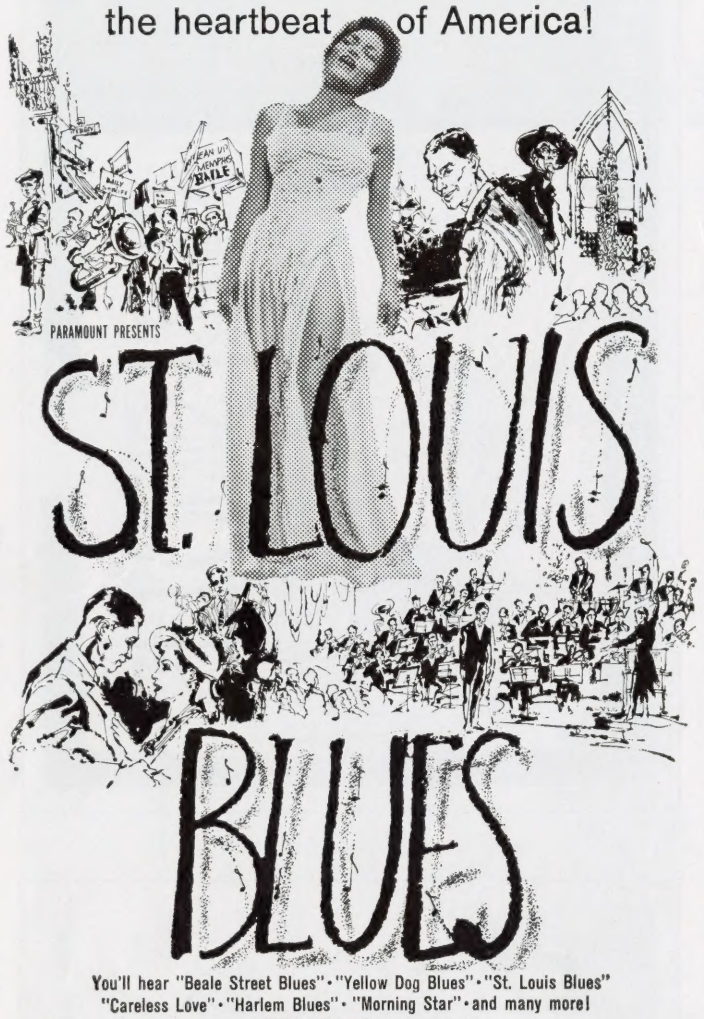
4 COLS. x { 125 LINES . . . . . 500 LINES
9 inches . . . . . 36 inches

MAT 401

2 COLS. x { 100 LINES . . . 200 LINES
7 inches . . . 14 inches

MAT 207

THE HEARTWARMING STORY
OF THE BIRTH OF THE BLUES
...and the man who picked up
the rhythm of the levees and made it
the heartbeat of America!



You'll hear "Beale Street Blues"·"Yellow Dog Blues"·"St. Louis Blues"
"Careless Love"·"Harlem Blues"·"Morning Star"·and many more!

STARRING NAT "KING" COLE
EARTHA KITT · PEARL BAILEY
CAB CALLOWAY · ELLA FITZGERALD
MAHALIA JACKSON

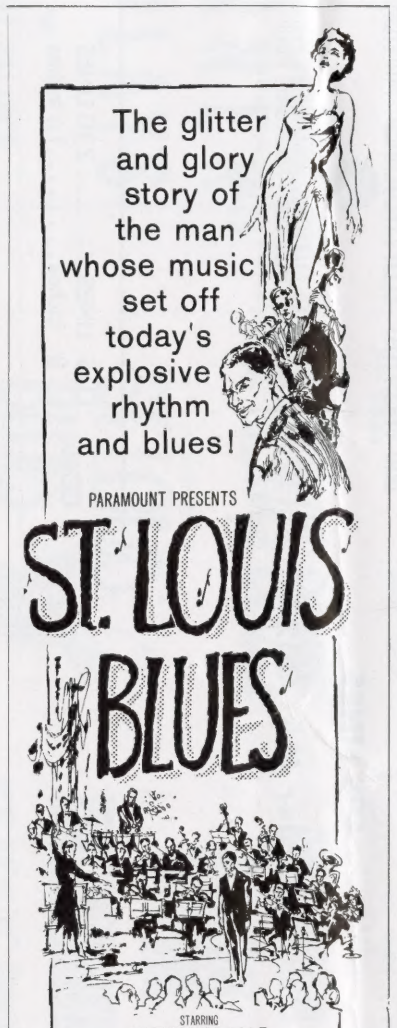
WITH RUBY DEE · JUANO HERNANDEZ · DIRECTED BY ALLEN REISNER · PRODUCED BY ROBERT SMITH

WRITTEN BY ROBERT SMITH AND TED SHERDEMAN · BASED UPON THE LIFE AND MUSIC OF W. C. HANDY

VISTAVISION®

2 COLS. x {150 LINES.....300 LINES / 10½ inches.....21 inches} **MAT 209**

The glitter
and glory
story of
the man
whose music
set off
today's
explosive
rhythm
and blues!



STARRING
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EARTHA KITT · PEARL BAILEY
CAB CALLOWAY
ELLA FITZGERALD
MAHALIA JACKSON

WITH
RUBY DEE · JUANO HERNANDEZ

DIRECTED BY ALLEN REISNER · PRODUCED BY ROBERT SMITH

WRITTEN BY
ROBERT SMITH AND TED SHERDEMAN

BASED UPON THE LIFE AND MUSIC OF
W. C. HANDY

VISTAVISION®

THEATRE

125 LINES
9 inches **MAT 105**

HOLDOVER AD

The glitter-and-glory story of the
man whose music set off today's
explosive rhythm and blues!

HELD OVER
2nd WEEK!

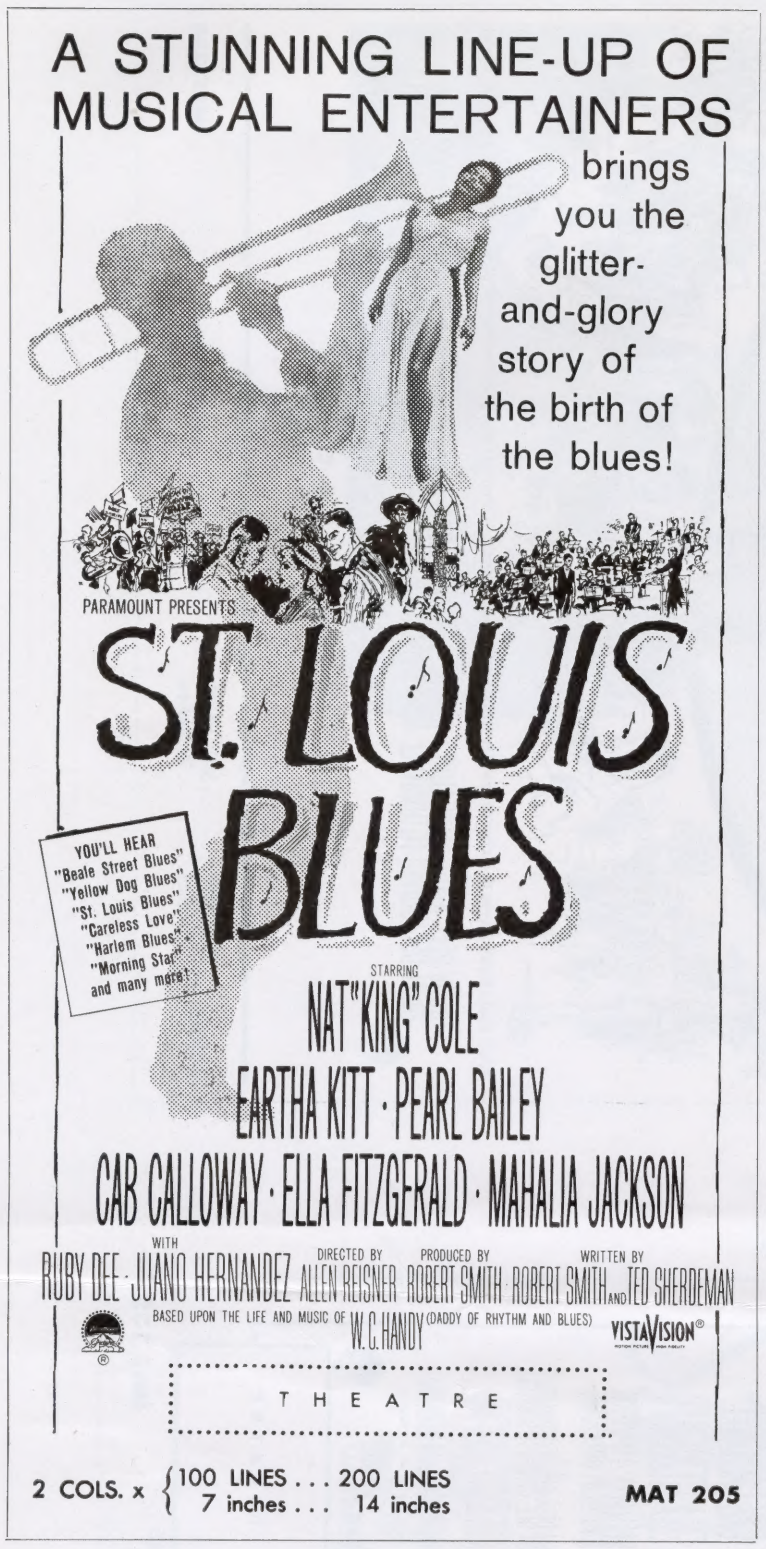
You'll hear "Beale Street Blues"♩"Yellow Dog Blues"♩"St. Louis Blues"♩"Careless Love"♩"Harlem Blues"♩"Morning Star"♩and many more!

WITH RUBY DEE · JUANO HERNANDEZ · DIRECTED BY ALLEN REISNER · PRODUCED BY ROBERT SMITH · WRITTEN BY ROBERT SMITH AND TED SHERDEMAN · BASED UPON THE LIFE AND MUSIC OF W. C. HANDY

VISTAVISION®

THEATRE

3 COLS. x {100 LINES.....300 LINES / 7 inches.....21 inches} **MAT 308**



2 COLS. x { 100 LINES . . . 200 LINES / 7 inches . . . 14 inches } **MAT 205**

OFFICIAL BILLING

Paramount Presents	20%
VistaVision®	
Motion Picture High-Fidelity	100%
ST. LOUIS BLUES	100%
Starring	
NAT "KING" COLE	50%
Eartha KITT / Pearl BAILEY	50%
CAB CALLOWAY, ELLA FITZGERALD, MAHALIA JACKSON	50%
with	
Ruby Dee, Juano Hernandez	33⅓%
Directed by Allen Reisner	
Produced by Robert Smith	
Written by Robert Smith and Ted Sherdeman	25%
Based upon the Life and Music of W. C. Handy	

THIS AD ➧
ALSO AVAILABLE
3 COLS. X 166 LINES
498 LINES
Order MAT 302

2 COLS. x { 115 LINES . . . . . 230 LINES / 8 inches . . . . . 16 inches } **MAT 210**

TWO-COLOR HERALD $5.25 Per M

All prices F.O.B. Cato, N. Y.
Order direct from

CATO SHOW PRINTING CO., INC.
CATO, N. Y.

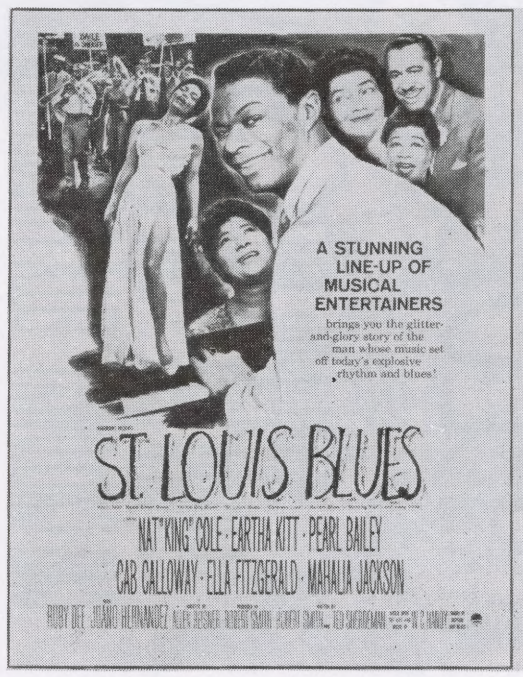
PHONE: TRemont 8-0861

Your check or money order must accompany order. Please advise how to ship — If shipped parcel post, charges will be billed separately.

IMPRINTED HERALDS

1000 . . . . . $9.25 2000 . . . . . $15.75 3000 . . . . . $22.75 4000 . . . . . $28.75 Each additional M $6.50

Imprint includes theatre name, playdates and co-feature on back page. Additional ads priced according to amount of copy. Folding $1.25 per M.



FRONT COVER

INSIDE SPREAD

COMPLETE CAMPAIGN MAT . . . ORDER SPECIAL MAT No. 1

All these ads and scenes on one mat.

50 LINES
3½ inches

MAT 102

75 LINES
5½ inches

MAT 103

2 COLS. x { 37 LINES . . . 75 LINES / 3 inches . . . 6 inches

MAT 202

90 LINES
6½ inches

MAT 104

MAT 203

2 COLS. x { 50 LINES . . . 100 LINES / 3½ inches . . . 7 inches

BANNER DISPLAYS

SECTIONAL VALANCE
$1.50 per running foot

FLAG—WALL BANNER
9' x 12'
One side $47.50
Two sides $75.00

USHERS' BADGES
— 40¢ each

Order direct from
NATIONAL FLAG COMPANY
43 West 21st St.,
New York 10, N. Y.

IN CANADA
THEATRE POSTER SERVICE
250 Victoria St.,
Toronto, Ontario, Canada

Mats shown here may be ordered singly by number under cut.

HITCH YOUR EXPLOITATION TO THIS BIG NATION-WIDE RECORD CAMPAIGN

The great music contained in "St. Louis Blues" has been recorded by the singing stars of the picture in both albums and singles, and the top recording companies associated with the stars are promoting the platters in a big way. Rhythm-and-blues fans all over the country are going to be pre-sold on the film "St. Louis Blues" via the best ticket salesmen any film ever had—the sensational stars and the thrilling music that is strictly American and forever timeless.

WHAT IS BEING DONE:

SPECIAL ALBUMS

Record albums containing songs from the picture have been made by Eartha Kitt for RCA-Victor; by Nat "King" Cole for Capitol; and by Pearl Bailey for Verve. Singles of "St. Louis Blues" have been made by Ella Fitzgerald for Verve and by Mahalia Jackson for Columbia.

Cover of Nat "King" Cole Album

DISC JOCKEY CO-OPS

Disc jockeys will have been on the receiving end of records and promotion material so that it should be easy for you to obtain their co-operation to plug your playdate. The records and albums themselves will make marvelous music store window displays together with stills from the picture.

Typical of distributor cooperation is the way RCA-Victor is getting behind Eartha Kitt's album of "St. Louis Blues" music in the following way:

There will be ads in nationally read magazines New Yorker, Playboy and Esquire, as well as full page ads in trade papers Billboard, Record and Sound Retailing and Variety.

A four-color counter piece, using a cut-out of Eartha Kitt on the side, will be made available at all points of sale.

WIDE ALBUM COVERAGE

A total of 5,350 albums will be distributed in the following way: 3,000 to radio stations throughout the nation; 700 personally handed to key disc jockeys; 350 delivered to homes of all RCA Victor salesmen; 300 sent to key record reviewers throughout the country; 1,000 sent to the homes of key record buyers.

RADIO SPOTS, ADS

In addition, radio spots will be devoted to "St. Louis Blues" on all RCA Victor-sponsored NBC shows and dealers will have made available to them ad mats in two sizes.

RCA Victor's field men and distributors have been alerted to work closely with the theatres booking the picture, so take advantage of this fact to contact musical outlets in your town to get your playdate plastered on as much display material as possible.

AMERICA'S ALL-TIME GREAT SONG HITS IN 'ST. LOUIS BLUES'

The great blues and rhythm numbers in "St. Louis Blues" represent the cream of the W. C. Handy crop of hits and are something to tell your town about. Fourteen of them are in this talent-rich production, performed by top stars in the world of made-in-America music. Here are the song titles:

1. ST. LOUIS BLUES
2. BEALE STREET BLUES
3. GOIN' TO SEE MY SARAH
4. HARLEM BLUES
5. JOHN HENRY BLUES
6. MORNING STAR
7. CARELESS LOVE
8. FRIENDLESS BLUES
9. GOT NO MO' HOME DAN A DOG
10. HIST DE WINDOW, NOAH
11. YELLOW DOG BLUES
12. CHANTEZ LES BAS
13. STEAL AWAY TO JESUS
14. THEY THAT SOW IN TEARS

All of the songs, with the exception of MORNING STAR, are published by Handy Bros. Music Co., Inc., 1650 Broadway, New York, N. Y. New song covers have been prepared for them, featuring the stars in "St. Louis Blues" and could be used to advantage as displays in music store windows.

OFFER PRIZES FOR COPIES OF ORIGINAL SHEET MUSIC

The original sheet music of the title song, "St. Louis Blues," would be an interesting item to display in a music store window or to reproduce in the newspaper in conjunction with either the story-in-pictures suggested in this section or with mat 2C. There could be a copy owned by someone in your town. Advertise for it, offering as a gift in exchange for borrowing it, guest tickets to see the picture and one of the record albums or individual "St. Louis Blues" platters listed in the music section.

DISC JOCKEY CONTESTS

A cooperative disc jockey might go for either one or both of the following contest suggestions:

1. Invite listeners to send in the names of as many songs written by W. C. Handy as they can remember. The first ten lists received that come closest to being complete should win guest tickets to see "St. Louis Blues" and/or a title song platter featuring one of the stars and promoted from a record store.

2. A couple of days before opening, the jockey might run three or four different platters of the title tune without identifying the singers, and ask listeners to name them, for same prizes suggested above.

RADIO SPOTS . . . To be read

50-words:

Calling all rhythm fans to the *real* story of the birth of the blues . . . told in Paramount's VistaVision musical saga, "St. Louis Blues" starring a stunning lineup of musical entertainers—Nat "King" Cole, Eartha Kitt, Pearl Bailey, Cab Calloway, Ella Fitzgerald, Mahalia Jackson! You'll hear blues as they've never been sung before in "St. Louis Blues." Starts (day) ..... Theatre.

35-words:

Hear the blues as they've never been played and sung before in Paramount's VistaVision "St. Louis Blues" . . . starring a sensational lineup of musical entertainers, Nat "King" Cole, Eartha Kitt, Pearl Bailey, Ella Fitzgerald, Mahalia Jackson! Starts (day) ..... Theatre.

20-words:

Thrill to Paramount's VistaVision story of the birth of the blues, "St. Louis Blues" starring Nat "King" Cole, Eartha Kitt, Pearl Bailey, Starts (day)..... Theatre.

"ST. LOUIS BLUES" STORY-IN-PICTURES

The story of "St. Louis Blues" in pictures should be plantable in your newspaper as a weekend feature. Copy and suggested stills are offered to you here for that purpose.

1. Will Handy (Nat "King" Cole), Memphis youth, is discouraged because his clergyman father has forbidden him to compose the syncopated songs he loves. Though comforted by his understanding Aunt Hagar (Pearl Bailey), Will finally has to decide between his father and his music. He leaves home to be free to compose what his father calls his "Devil's music," based on the folk songs of his people.

(Still 11528-33)

2. Will's fiancee Elizabeth (Ruby Dee) finally sides with his father. Will's music arouses the interest of singer Gogo Germaine (Eartha Kitt), who talks her man, night club owner, Blade (Cab Calloway), into hiring Will and his blues band. Will composes the first jazz song in history, which, sung by Gogo, becomes a big hit. Will's father is outraged; Elizabeth breaks their engagement when she assumes Will is romantically interested in Gogo.

(Still 11528-21)

3. Meanwhile, Will is encouraged by Gogo who senses that his strange new melodies can make them both famous. Will's career flourishes and the royalty checks start coming. Elizabeth pleads with Gogo to release Will from her influence, but the singer insists there is nothing between them but music. Gogo lands a New York contract, wants Will to go with her, but he refuses.

(Still 11528-63)

4. Will tells Elizabeth he is losing his sight. With her encouragement he returns home, reconciles with his father and begins to compose spirituals. He tries to be content, but it is impossible. He writes "St. Louis Blues," which Gogo sings all over the country with great success.

(Still 11528-44)

5. By a seeming miracle, Will's sight is restored. He finally rebels at teaching piano for a living and leaves home again, dropping out of sight and appearing in cafés as a jazz singer and pianist. Gogo goes to Memphis to find him and tell him that his "St. Louis Blues" is to be played by the New York Symphony. She berates Elizabeth for not understanding Will and tells her to try to get his father to attend the concert in New York.

(Still 11528-69)

6. The Handys and Elizabeth go to New York but cannot get tickets for the concert. However, Gogo arranges for them to witness the performance from the wings. She has also located Will, and she brings the family together. Will and his song receive a tremendous ovation after Gogo and he sing it, accompanied by the symphony orchestra. A happy Will is reconciled with his father and reunited with Elizabeth.

(Still 11528-27)

MATTED ART OF THE STARS

Special mat 2C which includes heads of the six top stars in "St. Louis Blues" lends itself to several practical uses in your campaign for this outstanding attraction. It can be used as a newspaper plant with set-up as shown below or it can be blown up and surrounded with stars for an attractive lobby display.

SIX TOP MUSIC-MAKING FAVORITES RHYTHM-ROCK "ST. LOUIS BLUES"

Half-a-dozen of the nation's great singing artists bring to stirring life the music and the story of W. C. Handy, father of the blues, in Paramount's dramatization of the birth of America's own rhythms, "St. Louis Blues," which opens ..... at the ..... Theatre. Upper row: Pearl Bailey, Nat "King" Cole, Eartha Kitt; lower row: Mahalia Jackson, Cab Calloway, Ella Fitzgerald.

Above art on Mat 2C

PLAY RECORDS OVER P.A.

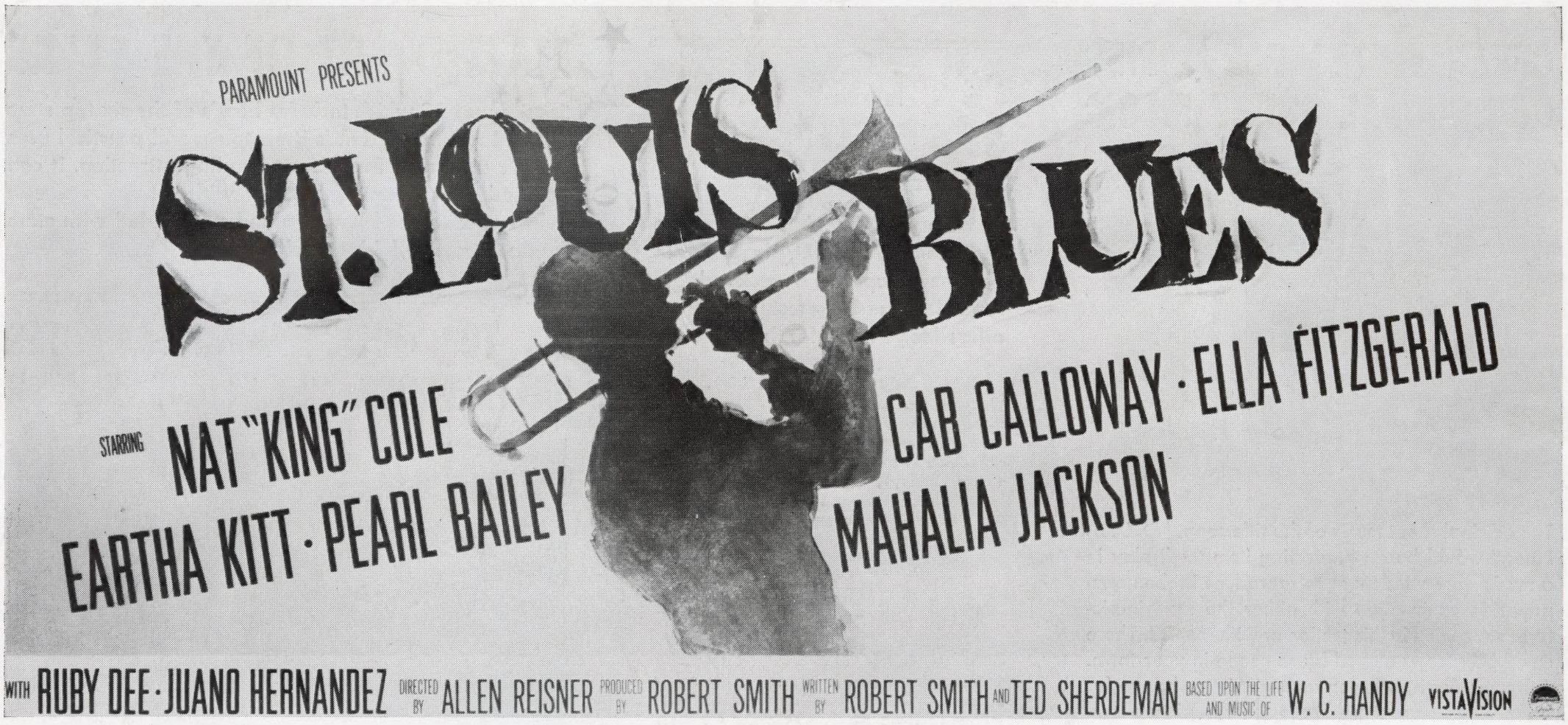
Don't overlook the effectiveness of playing recordings of W. C. Handy's great music over your P.A. system, especially the title song, during the run of "St. Louis Blues."

TITLE PEGS COLOR PROMOTION

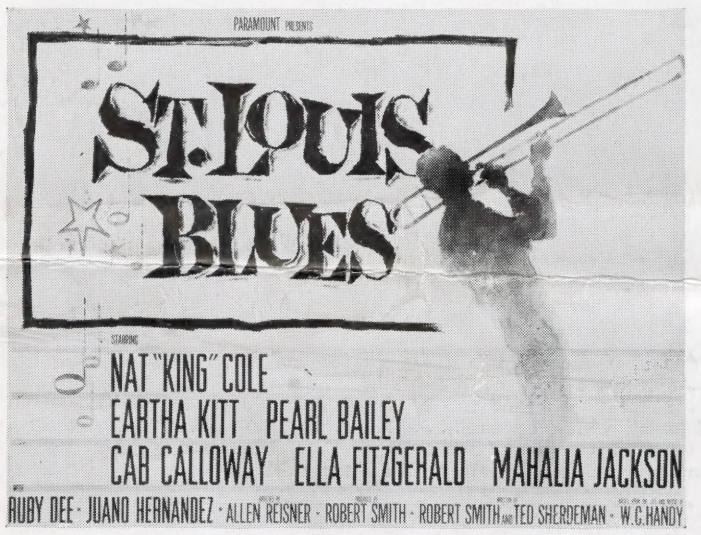
The title is a perfect one for a department store color promotion. Try to sell the most cooperative and promotion-minded store in your locale the idea of window displays of clothing for women in various shades of blue, in tribute to the story of America's own great music, "St. Louis Blues."

TRAILER

The National Screen Service trailer is an important part of your campaign for "St. Louis Blues." Use it to the fullest possible extent; its story-telling, star-and-rhythm selling will go a long way toward ensuring the success of your engagement of this entertainment-packed attraction. Order your print from your NSS Exchange now!



TWENTY-FOUR SHEET

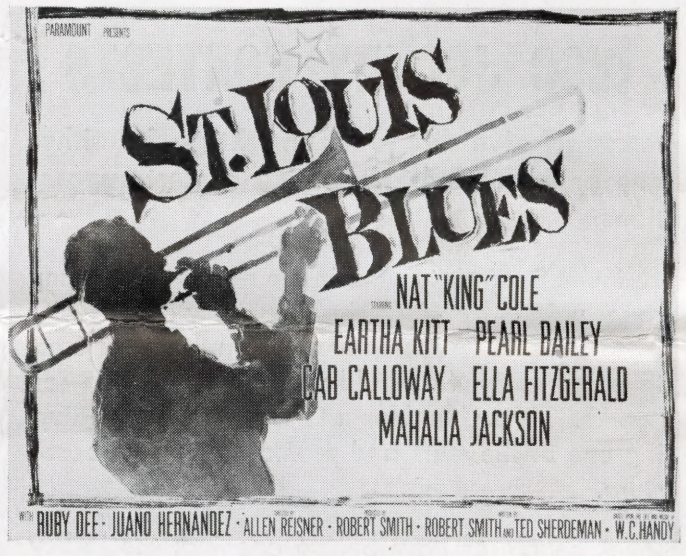


22 x 28 LOBBY PHOTO "A"

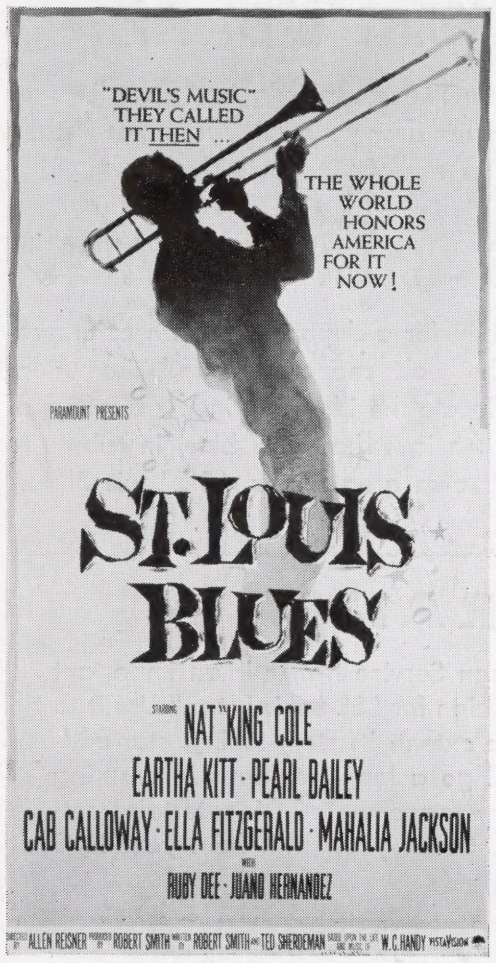
POSTERS • LOBBIES

Order all accessories from

NATIONAL SCREEN SERVICE



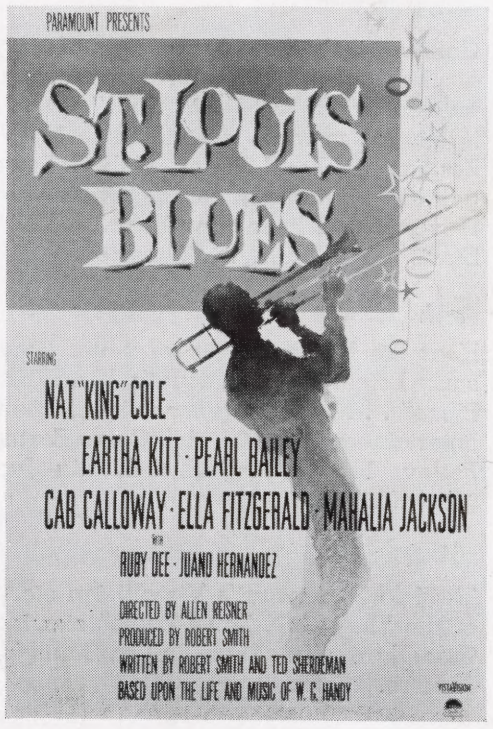
22 x 28 LOBBY PHOTO "B"



THREE-SHEET

SIX-SHEET

Also Available:
SET OF EIGHT 11 x 14's
14 x 36 INSERT CARD
SPECIAL HERALD
WINDOW CARD



ONE-SHEET

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